

Learn how Iberostar are scaling Winnow to over 100 hotels



Iberostar is committed to addressing a pressing issue—food waste. Their goal is to achieve zero waste going to landfill by 2025, and currently, 60% of the waste sent to landfill is food waste.

This dedication is driven by the awareness that the modern hospitality sector must be sustainable. Reducing food waste is just one way to meet the demands of today's eco-conscious customers.

This daily report from Winnow has become an indispensable tool. It provides not only data on excess food but also offers insights on the cost and weight of waste. It empowers Iberostar to continuously improve their kitchen operations.

Through their efforts, Iberostar has reduced waste significantly, with an eye-opening discovery that they were discarding approximately 35% of their daily croissant production.

Now, they produce fewer, yet superior-quality croissants that perfectly align with their customers' preferences, while minimising waste.

The impact of their endeavours extends beyond their kitchens. The partnership between Iberostar and Winnow has already saved 120 tons of CO2 emissions since they started working together in one hotel alone. This aligns with Iberostar's goal to achieve carbon neutrality by 2030.



Winnow provides us with a daily report that we rely on to understand what has been left in excess from the previous day. But they are also taking a picture so that we can recognise exactly what we are throwing away, how much it costs, how much it weighs. And we get a report daily so that we can improve our operation. By reducing waste, we have been able to enhance the quality of some products

Chef Angel Arroyo
Iberostar

Food Waste Reduction Results Iberostar



35% reduction in food waste



300,000 meals saved



\$290,000 saved

Iberostar operates as a modern, interactive entity, deeply rooted in dynamic practices. Winnow serves as a powerful tool in their arsenal, allowing them to efficiently manage production, control costs, and advance their commitment to sustainability.

Their journey serves as a compelling example of the positive changes that thoughtful, data-driven decision-making can bring to the culinary world.

About Winnow

Winnow develops Artificial Intelligence (AI) tools to help chefs in large businesses like hotels, contract caterers, casinos, and cruise ships to run more profitable, and sustainable kitchens by cutting food waste in half.

Measuring food waste is a challenge for all commercial kitchens with up to 20% of all food purchased going to waste. Winnow offers a solution for every kitchen.

Our analytics platform and reporting suite help teams pinpoint waste quickly, allowing enterprises to drive significant waste reductions at scale. Kitchens that use Winnow cut food waste by half on average, driving food purchasing costs down by 3%-8%, improving margins whilst doing the right thing. Winnow is deployed in over 60 countries with offices in London, Dubai, Singapore, Cluj, and Chicago.

